

Table 1 presents all independent mass media expenditures for the 2010 election cycle between October 25 and Election Day. All separate filings done by independent committees were aggregated. The table is organized by committee and shows: the candidate supported, the purpose of the expenditure, the party of the candidate(s) supported, the office sought by candidate(s) supported, and the total amount spent.

Table 1: Vermont Independent Mass Media Expenditures, October 25 to November 2

Committee Name	Candidate(s) on whose behalf expenditure was made	Purpose	Party	Office Sought	Total
Addison County Democratic Comm.	Peter Shumlin	Radio ads	Dem	Gov	
Caledonia County Republican Election Committee	Janice Peaslee	Direct mail	Rep	VT Rep	
Democratic Governors Association	Peter Shumlin	Media buy, direct mail, TV commercials	Dem	Gov	
Green Mountain Prosperity PAC	Brian Dubie	TV buy, commissions, media buy, radio			

Figure 1 shows the total amount of independent media expenditures by office for the last week of the election campaign. As shown, the majority of expenditures were made in support or opposition to gubernatorial candidates. The race for Governor commanded 95% of the \$1,756,603 total independent expenditures for the time period covered. The remaining \$102,473 of expenditures occurred on behalf of candidates for the offices of Secretary of State, Vermont House and Senate, and the US Senate. Eighty three percent of the total expenditures made in Vermont senate races can be attributed to the Vermont Senate Victory PAC. This PAC's reported media expenditures were focused exclusively on senator candidates in Chittenden County. Spending made on the behalf of the House was moreThisHouse.c1.7550Td(the)Tj2250Td(This)Tj2_0fn

commanded 49.6% of the vote, 119,543 votes, and Dubie received 47.8%, 115, 212 votes.¹² Overall, Dubie's campaign raised a total of \$1,578,060, while Shumlin's campaign raised a total of \$1,485,331; a difference of \$92,729 in the favor of Dubie.

Prepared by Adam Roof, Christopher Teel, and Kelly Walsh in response to a request from Senator Jeanette White, under the supervision of graduate student Kate Fournier and Professor Anthony Gierzynski on April 26, 2011.

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Disclaimer: This report has been compiled by undergraduate students at the University of Vermont under the supervision of Professor Anthony Gierzynski. The material contained in the report does not reflect the official policy of the University of Vermont.